

Dairy Animal Care Assessment Program

Implementing the Dairy Code - Mooving Ahead with Animal Care

to the American Dairy Science Association

May 2014



Ron Maynard

Dairy Farmers
of Canada



Les Producteurs laitiers
du Canada





Improving animal welfare

THE CANADIAN APPROACH

welfare is the state of the animal.

Care englobes the actions that enhance animal welfare, comfort and wellness.

The Canadian Approach

The National Farm Animal Care Council (NFACC)



NFACC is the only organization in the world that brings together animal welfare groups, enforcement, government and farmers under a collective decision-making model for advancing farm animal welfare

Objective:

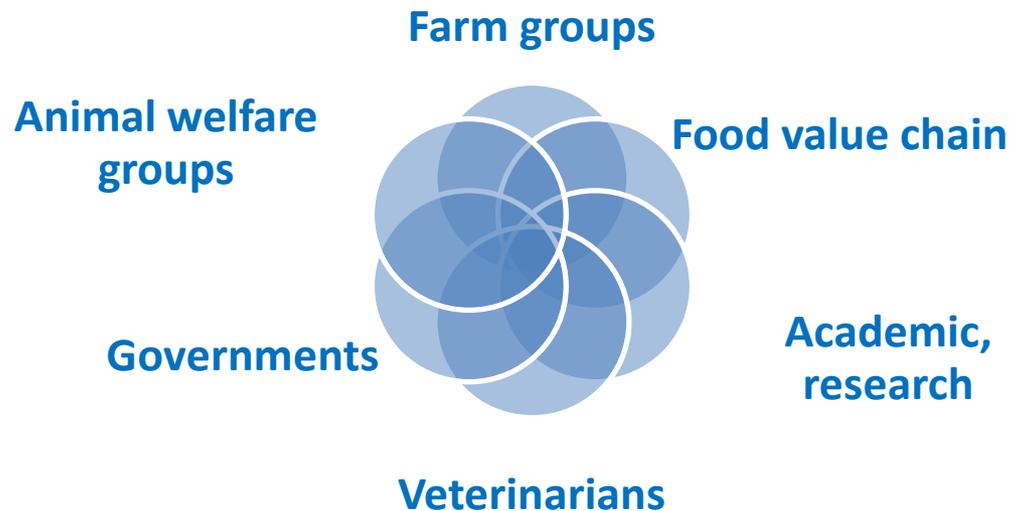
To bring real progress on responsible farm animal care, while helping to ensure animal agriculture is viable in a climate of increasing market demands

www.nfacc.ca



NFACC Members

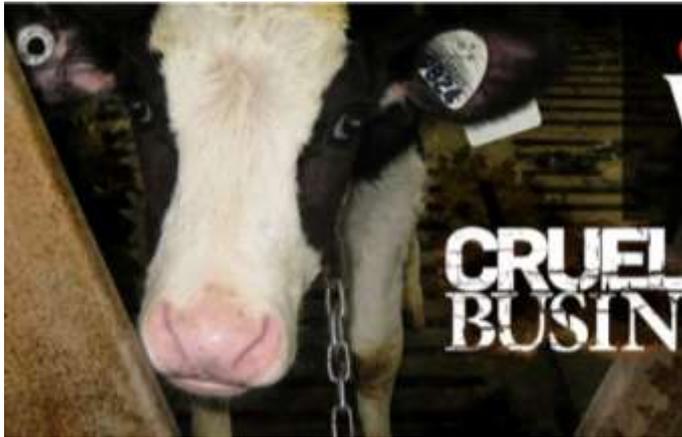
- Members adhere to these principles
 - Accept the use of animals for food, clothing, etc
 - Want to help continuous improvement on farm
 - *Work on Consensus* for real & lasting improvement
 - Based on research **&** what society finds acceptable



TRUST among participants

He says / she says

Activists say animal farms are



We say: farmers do a good job



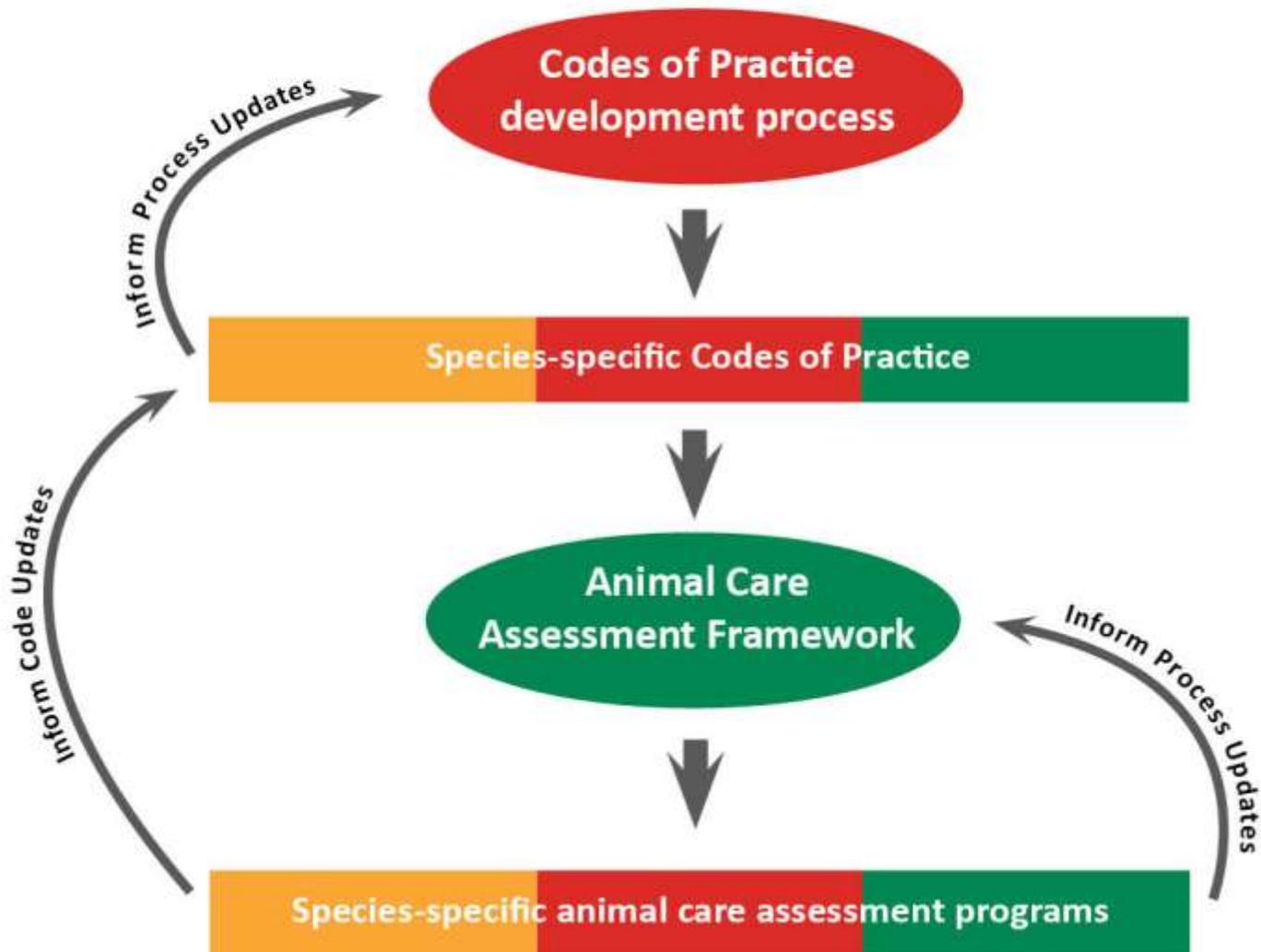
Now to prove it...

NFACC's Members & Stakeholders

NFACC brings diverse stakeholders together to:

1. Develop [Codes of Practice](#) for the care and handling of farm animals
2. Create a process for the development of [animal care assessment](#) programs
3. Provide a forum for open dialogue on farm animal care & welfare
 - NFACC is focused on the process bringing stakeholders together to address issues

Cycle for Code Development and Animal Care Assessment





Developing the Dairy Code (2009)

Dairy Farmers
of Canada

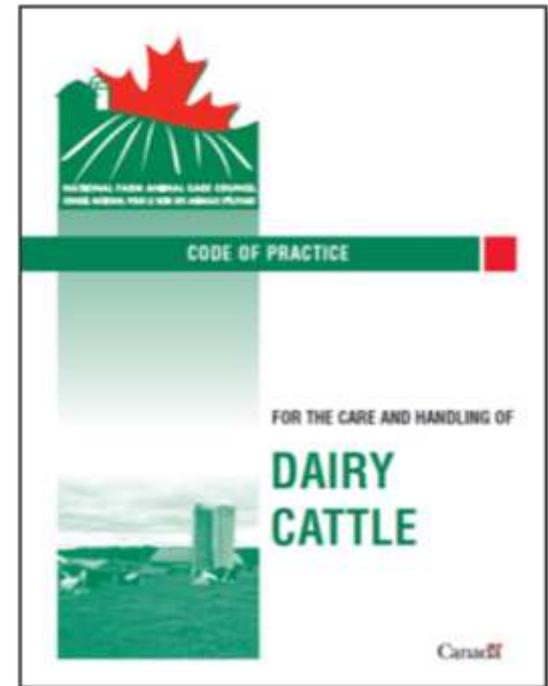


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The Dairy Code

- Dairy was first code developed under new process
- First code to outline requirements, not just “recommended best practices”
 - 64 requirements
 - Use of pain control measures
 - No tail docking
 - Diagnose and treat lameness
 - Working relationship with veterinarian
 - etc



NFACC Framework for developing assessments

NFACC believes that an assessment program, based on Code of Practice should bring the following benefits:

1. Facilitate and accelerate technology transfer on farms
2. Provide assurances to buyers
3. Celebrate achievements of farmers, assist them in meeting their management goals for animal health, care & welfare
4. Provide a mechanism for continuous improvement in animal care and welfare
5. Inform future changes to the Codes of Practice.

Dairy Perspective on Benefits

1. We want to provide assurances to buyers
 - We think farmers should **lead** in defining sustainability and quality, with experts in dairy industry.
 - Yet we see various initiatives already undertaken by food businesses...
2. We want to celebrate achievements of farmers, assist them in meeting their management goals for animal health, care & welfare
 - Individual gains for farmers: increased productivity
 - Collective gain: independent certification is a way to reinforce the image of Canadian dairy products in marketing strategies

Dairy's Perspective on Benefits

3. Provide a mechanism for [continuous improvement](#) in animal care and welfare
 - Dairy leaders have decided the program will be implemented on all farms.
 - The first two years on farms: benchmarking. Advice, training, education offered.
 - We need to first help the farms that need to improve most – those the research shows to be the “bottom 5 to 25%”.
 - Education, training, consistent advice are crucial.

4. [Tech transfer](#) fits well as research and experience will inform future changes to the Code of Practice. That is continuous improvement.



proActionTM
Initiative

On-Farm Excellence
Excellence à la ferme

ANIMAL CARE & CANADIAN DAIRY

Dairy Farmers of Canada



- 12,500 dairy farms in 10 provinces
- Dairy is 1st or 2nd in agriculture economy in 7 provinces
- Each provincial farmer association/marketing board a member of DFC

Canadian Dairy Structure

- Regulated supply management system
- 10 provincial boards buy milk, direct to plants.
- Boards have delegated powers to regulate requirements for ALL dairy farm licenses
 - All farms licensed, GPS-located
 - Milk quality & safety
 - Farm inspections, food safety critical points
 - In future: animal care, ...

Canadian Quality Milk (CQM)

- HACCP-based program developed in 1990s
- It measure critical control points that pose a risk to food safety
- We have an independent network of validators going to all farms
- Information recorded electronically.



Daily management: the time-temperature recorder sends alarm when farmers need to correct temperature of milk or wash water

CQM, a Building Block

- A national network of validators check and certify farmers who follow the *Canadian Quality Milk Program* – every 2 years.

*Currently 85% of dairy farms are registered and certified on CQM.
100% by September 2015.*

- We want these validators to have a role in delivering the animal care assessment program – to avoid multiple auditors going on farms.

**Integration of safety , animal care & other
modules in same infrastructure**

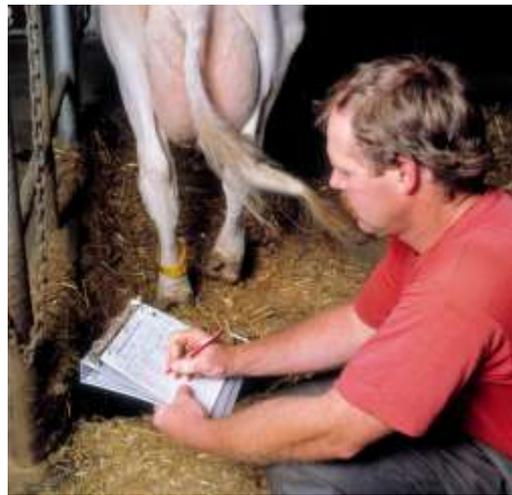
proActionTM Initiative^{MC}

*On-Farm Excellence
Excellence à la ferme*

We want to take advantage of this network to integrate traceability, quality and biosecurity, environmental measures for all dairy farms.

We believe in having **one integrated program** of farm practices that speak to quality and sustainability.

Milk Quality



Food Safety

Canadian Quality Milk

Traceability



Biosecurity



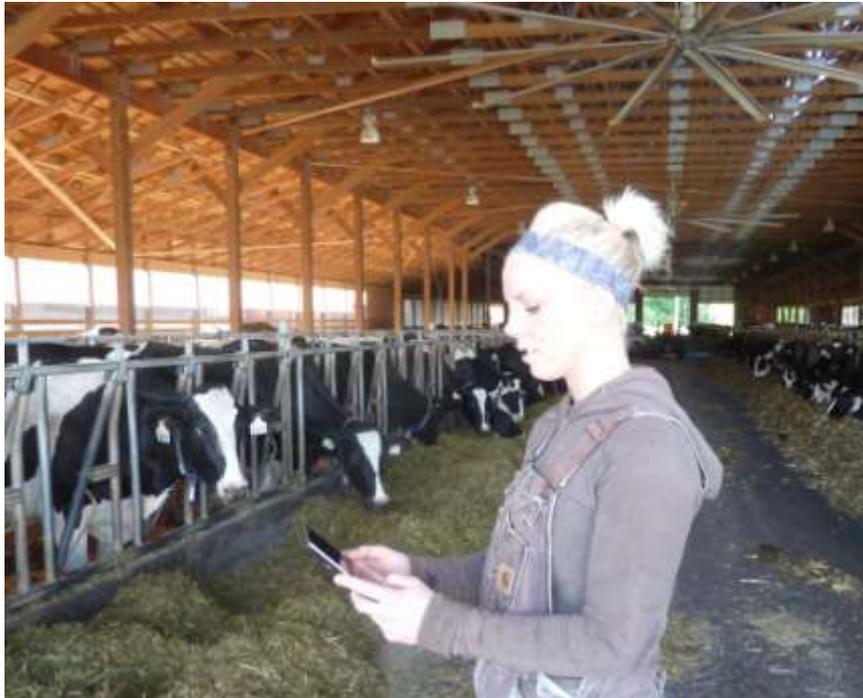
Animal Care



Environment

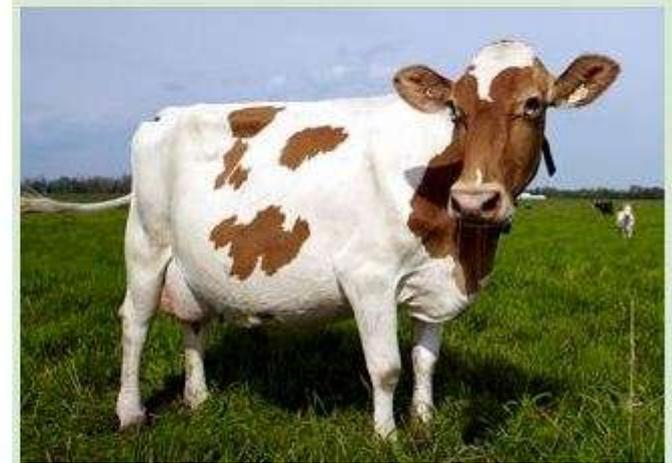
'ProAction': The next game-changer for Canada?

Farm animal care is a key part of the mix in this bold new proposed dairy sector program that many in agriculture are watching closely as a model for other livestock industries



Canada (DFC) Policy
 February, delegates
 initiative - a bold new
 delivery of on-
 animal care

the proposed
 step forward,
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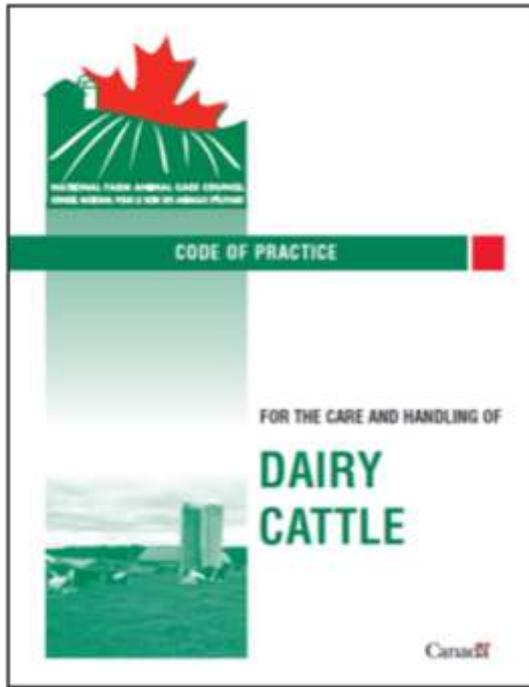
DEVELOPING THE ANIMAL CARE ASSESSMENT PROGRAM

The Canadian Dairy Assessment Team

A big team involved in the development of the dairy assessment program bringing different valuable insight to the process.

- 4 Farmers
- 3 Farmer association staff
- 2 CQM coordinators (also provincial association staff)
- 1 processor representative
- 3 researchers in dairy animal health & welfare
- 1 veterinarian
- 1 assessor (PAACO-certified, specialized in dairy)
- 1 extension service specialist (Valacta)
- 1 retail/food service representative (Tim Horton's)
- 1 Canadian Federation of Humane Societies
- 2- NFACC (secretariat, process)

Assessing the Dairy Code of Practice



CQM Platform

Coordinate all
proAction elements



Producer Requirements
≈ 64 Requirements +
≈ 283 Recommended Best Practices



Producer Evaluation Questionnaire
- 25 requirements

Pilot: Can you simplify
more?

Some Requirements

- The Code & program cover:
 - Housing, bedding, special needs pens
 - Feed and water
 - Health management
 - Animal health practices (e.g. dehorning)
 - Hoof trimming
 - Prevention, diagnosis and treatment of disease or injuries
 - No tail docking
 - etc
 - Handling cattle
 - Shipping cattle
 - Staff training

How do we assess or measure each of the 25 requirements?

You manage what
you measure.

Temple Grandin



Our first challenge

Dairy Code was developed in 2008-09 without the development of an assurance program in mind.

HOW do we *measure* if farmers meet requirements?

Dairy Code was not developed using formal risk assessment approach, unlike CQM

So how did we make decisions to measure animal care, well-being?

- DFC has a long tradition of funding research.
- **Animal Care** is a key priority area.
- Asked respected dairy welfare researchers to look at the Code and how they would measure animal care.
- Research helped dairy committee , suggesting “animal based measure” (ex: injury, cleanliness, lameness).
 - Each of these measures cover several Code requirements.

Three types of measures

Animal Based Measures

Example:

Scoring cattle for body condition, cleanliness, injuries and lameness

Management Measures

Examples:

- **Standard Operating Procedures** for calf feeding, animal health practices and shipping cattle
- Corrective Action Plans to address non-ambulatory cattle

Input / Resource Measures

Example:

Stocking density requirements

How did the Dairy Assessment Program Come About?

Spring 2011
NFACC approached DFC to help develop the Framework

Aug 2011
NFACC consultation of ag & food stakeholders on the Framework

Nov 2011
Dairy group formed to develop dairy program based on Framework

2012-2013
7 meetings or conference calls of the group to develop DRAFT program

May-July 2013
37 farms participate in pilot



June 2011
Board approves the participation to help NFACC

Oct 2011
Dairy group facilitator Lisa Pierce hired by NFACC

Jan 2012
First meeting of that group

Feb 2013
First pilot test on UBC farm
March – training of validators

Sept 2013
Final meeting of dairy group in the NFACC Framework project

Next Steps

- The NFACC process completed December 2013
- Draft program became property of Dairy Farmers of Canada, along with series of lessons learned and observations from the pilot project
- DFC lead the development of training material
- 2nd pilot project is planned fall 2014
- Program must be approved by national leadership (DFC delegates)

Bring to farms in 2015; All farms in Canada certified by 2018



Continuous Improvement

Continuous improvement is key in the dairy industry.

- ▶ Farmers already committed to animal care.
- ▶ Fact: healthy, comfortable cows produce more milk – and of higher quality.
- ▶ *A stressed cow will not meet her genetic potential.*

Test pilot of Draft Assessment Program

- We relied on volunteers to participate in the test pilot
- ‘In general, producer in the pilot saw why we want to do this...’
- Farmers’ impressions
 - ‘How many times do I have to be judged?’
 - ‘This is interesting way to evaluate, I will use that on my farm!’
 - ‘I am actually doing a good job and you have confirmed it.’

Key lessons learned:

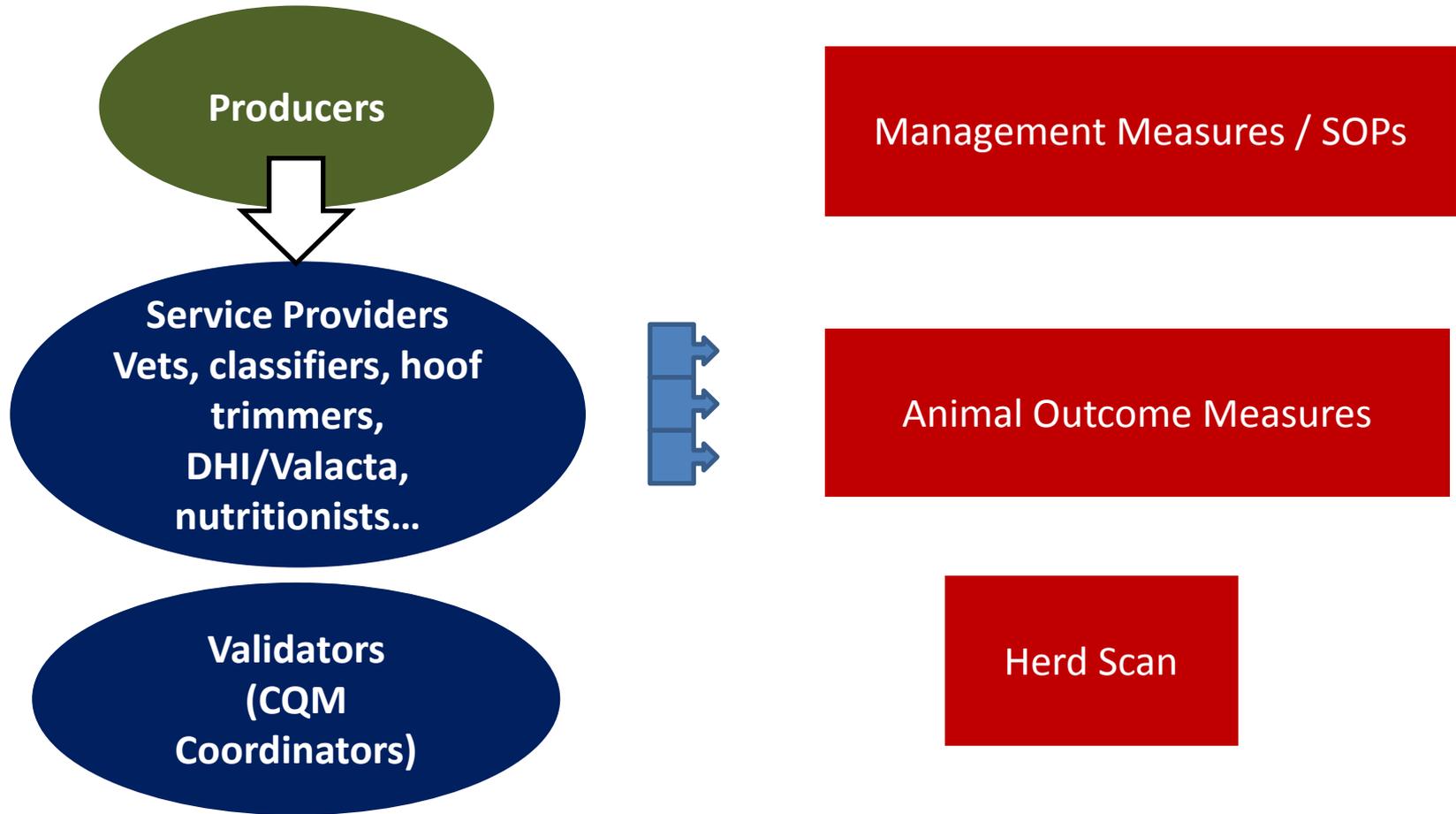
- Need to work with veterinarians, breed association / classifiers, other stakeholders to tap in their expertise and discuss their role in the this program and assuring animal welfare generally.
- This was a “test pilot of the test pilot”
- Let’s take time to work this out and test pilot again, to get it right!

Examining our priorities for the assessment program

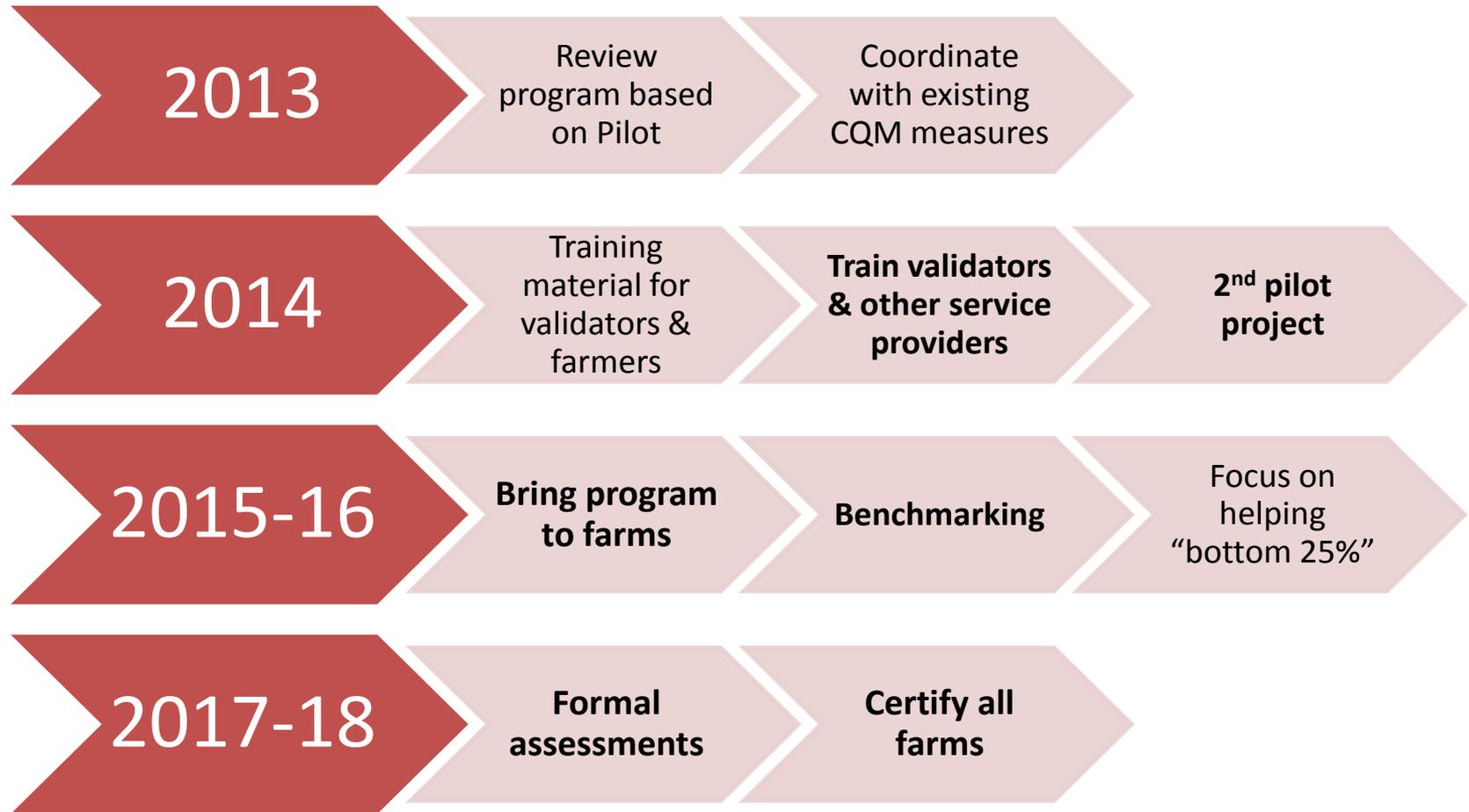
Establishment of program priorities – are we trying to address the ‘problem’ farms or move the entire industry forward?

Or both?!

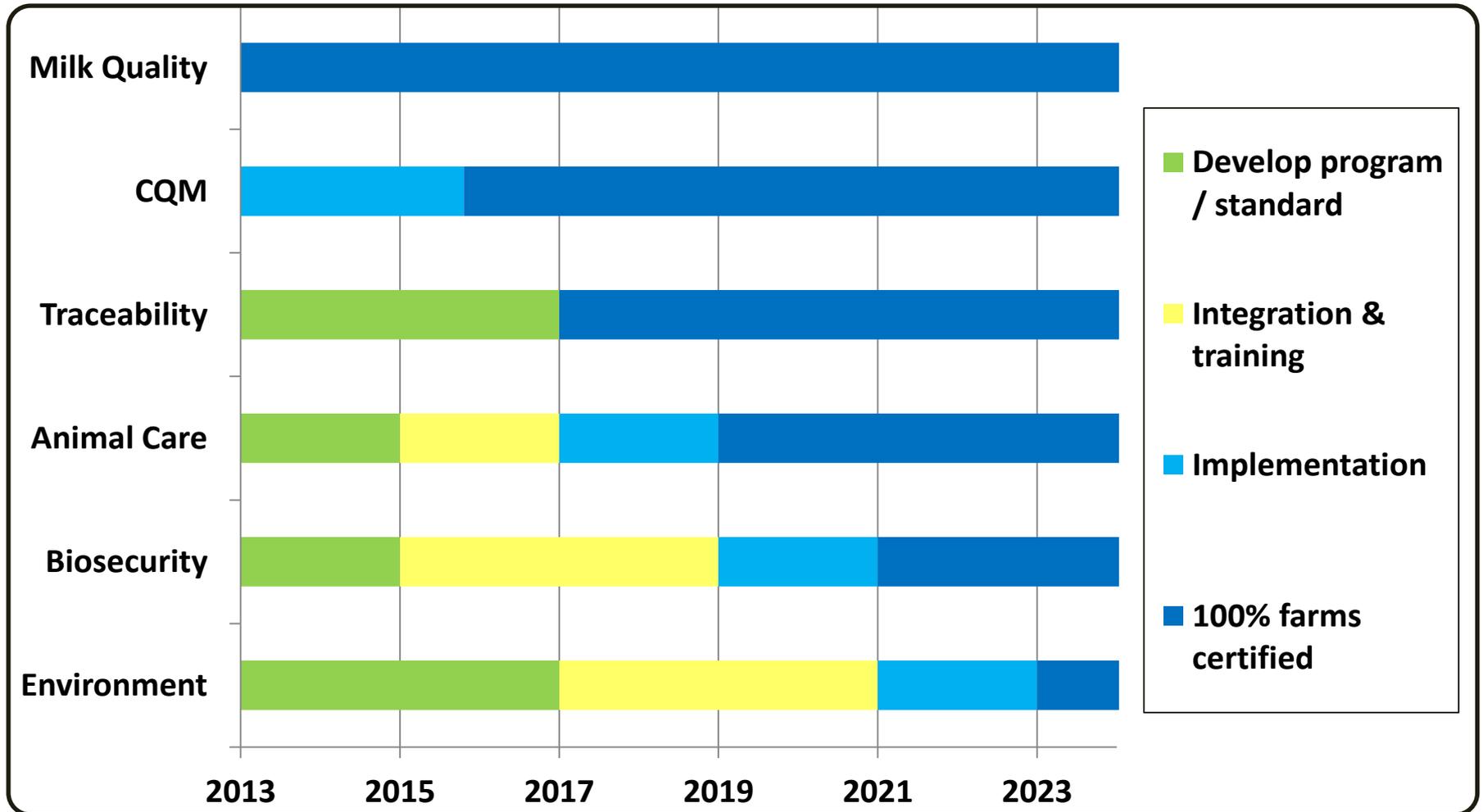
People to involve in the 2nd test pilot



Our Ambitious Timeline: Animal Care



Our Ambitious Timeline: proAction



A LIFETIME
DEDICATED TO
Quality

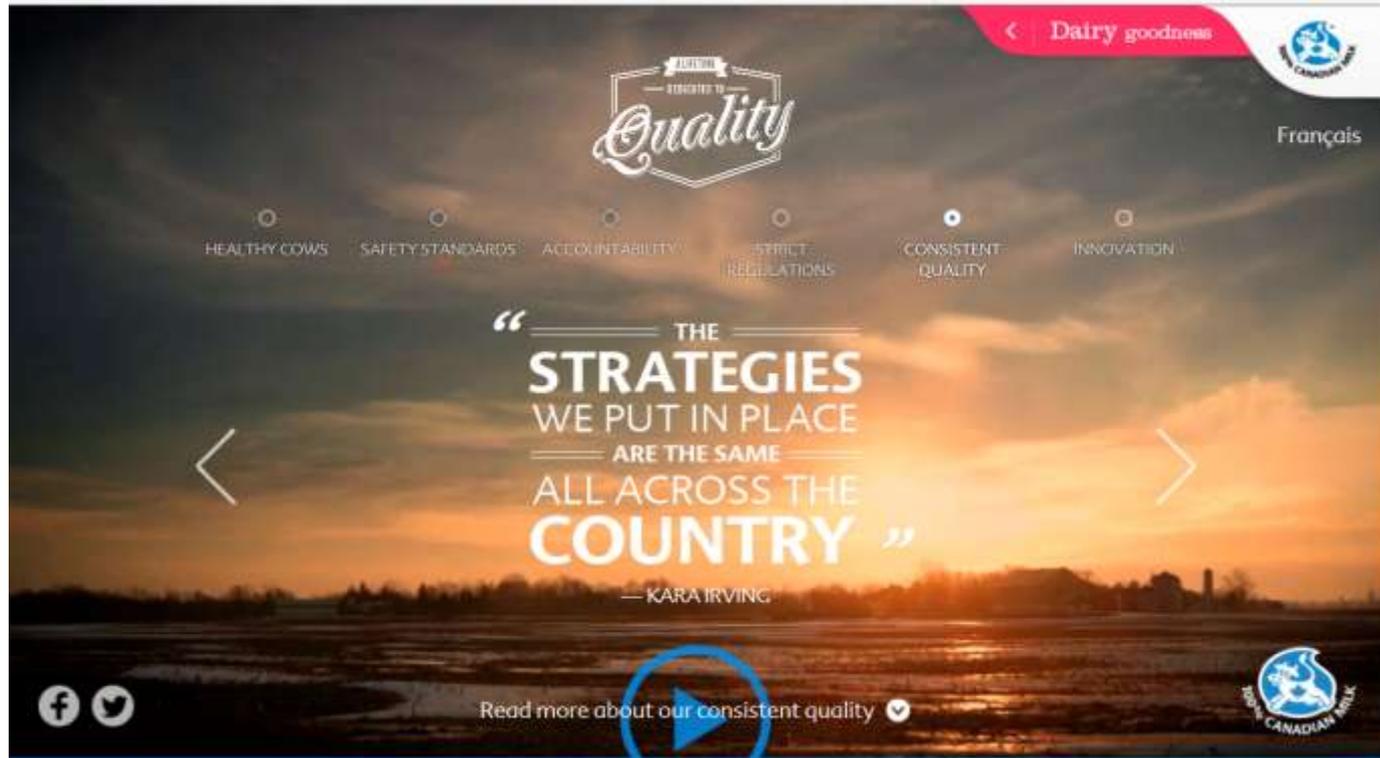
Experience the real life stories
behind 100% Canadian milk

Start



*We believe sustainability & **trust** will support sales...*

Over the years, as farmers are certified, our marketing campaigns will feature farmers' dedication to quality, food safety, care, etc



A few references

<http://www.nfacc.ca/>

www.dairyfarmers.ca/what-we-do/programs/the-proaction-initiative-on-farm-excellence

<http://www.canadianmilk.ca>

Thank you for your attention!